

Client: Governor Gary Herbert
 Product: media
 Campaign: Herbert - Spot TV - General :30

Station Order

R&R Partners
 837 East South Temple
 Salt Lake City, UT 84102
 801-746-5926

Rev #: 0
 Flight From: 09/24/2012 to 11/04/2012

Estimate No.: 400-400
 Contract No.:
 Job No.:

Buyer Name: Amy Pedro
 Sweeps: Share May 2012 -> HUT/PUT Nov 11

Market: SALT LAKE CITY
 Station: KSTU
 Station Contact: Kent Carbon

Actg. Order No.: 34404
 WS Order No.: 33325
 Contract No.:

| Item# | Days/ Times | DP/ Len | Program Title/ Comml Tag | Station Gross | | | | | Total Spots | DMA P 35-64 (R) |
|---------------------------|--------------------------|------------|-----------------------------|--------------------------|-----------|-----------|-----------|-----------|----------------|-----------------------|
| | | | | Rate/ Total | Sep 24 | Oct 08 | Oct 15 | Oct 22 | Oct 29 | |
| 1 | MTWRF-- 06:00A-07:00A | EM 30 | GOOD DAY UT | \$375.00 \$2,250.00 | 2 | 2 | 2 | . | . | 6 2.4 \$156.25 |
| Comment: PREEMPT W NOTICE | | | | | | | | | | |
| 2 | MTWRF-- 06:00A-07:00A | EM 30 | GOOD DAY UT | \$475.00 \$1,900.00 | . | . | . | 2 | 2 | 4 2.4 \$197.92 |
| Comment: NON PREEMPT | | | | | | | | | | |
| 3 | MTWRF-- 07:00A-08:00A | EM 30 | GOOD DAY UT | \$375.00 \$2,250.00 | 2 | 2 | 2 | . | . | 6 3.0 \$125.00 |
| Comment: PREEMPT W NOTICE | | | | | | | | | | |
| 4 | MTWRF-- 07:00A-08:00A | EM 30 | GOOD DAY UT | \$475.00 \$1,900.00 | . | . | . | 2 | 2 | 4 3.0 \$158.33 |
| Comment: NON PREEMPT | | | | | | | | | | |
| 5 | MTWRF-- 08:00A-09:00A | EM 30 | GOOD DAY UT | \$375.00 \$2,250.00 | 2 | 2 | 2 | . | . | 6 2.0 \$187.50 |
| Comment: PREEMPT W NOTICE | | | | | | | | | | |
| 6 | MTWRF-- 08:00A-09:00A | EM 30 | GOOD DAY UT | \$475.00 \$1,900.00 | . | . | . | 2 | 2 | 4 2.0 \$237.50 |
| Comment: NON PREEMPT | | | | | | | | | | |
| 7 | MTWRF-- 05:00P-05:30P | EN 30 | FOX NEWS AT 5 | \$400.00 \$2,400.00 | 2 | 2 | 2 | . | . | 6 1.4 \$285.71 |
| Comment: PREEMPT W NOTICE | | | | | | | | | | |
| 8 | MTWRF-- 05:00P-05:30P | EN 30 | FOX NEWS AT 5 | \$500.00 \$2,000.00 | . | . | . | 2 | 2 | 4 1.4 \$357.14 |
| Comment: NON PREEMPT | | | | | | | | | | |
| 9 | MTWRF-- 05:30P-06:00P | EN 30 | FOX NEWS @ 530 | \$400.00 \$2,400.00 | 2 | 2 | 2 | . | . | 6 2.1 \$190.48 |
| Comment: PREEMPT W NOTICE | | | | | | | | | | |
| 10 | MTWRF-- 05:30P-06:00P | EN 30 | FOX NEWS @ 530 | \$500.00 \$2,000.00 | . | . | . | 2 | 2 | 4 2.1 \$238.10 |
| Comment: NON PREEMPT | | | | | | | | | | |
| 11 | MTWRF-- 09:00P-10:05P | LN 30 | FOX NEWS @ 9 | \$1,500.00 \$9,000.00 | 2 | 2 | 2 | . | . | 6 4.0 \$375.00 |
| Comment: PREEMPT W NOTICE | | | | | | | | | | |
| 12 | MTWRF-- 09:00P-10:05P | LN 30 | FOX NEWS @ 9 | \$2,100.00 \$8,400.00 | . | . | . | 2 | 2 | 4 4.0 \$525.00 |
| Comment: NON PREEMPT | | | | | | | | | | |
| | | | | \$38,650.00 | 12 | 12 | 12 | 12 | 12 | 60 |

29.8 29.8 29.8 29.8

Monthly Totals

| Month | Spots | GRP/GRIs | Station Gross Dollars | Station Gross CPP/CPM |
|-------|-------|----------|--------------------------|--------------------------|
|-------|-------|----------|--------------------------|--------------------------|

Advertiser: Governor Gary Herbert
Campaign: Herbert - Spot TV - General :30

Station Order
SALT LAKE CITY - TV

Station: KSTU

| Monthly Totals | | | | |
|----------------|-------|----------|-----------------------|-----------------------|
| Month | Spots | GRP/GRIs | Station Gross Dollars | Station Gross CPP/CPM |
| Sep | 12 | 29.8 | \$6,850.00 | \$229.87 |
| Oct | 36 | 89.4 | \$22,750.00 | \$254.47 |
| Nov | 12 | 29.8 | \$9,050.00 | \$303.69 |
| | 60 | 149.0 | \$38,650.00 | \$259.40 |

Comments

Campaign Remarks:

Upon receipt, fax signed confirmation of order to Amy Pedro at 702-939-4272.

All makegoods must be pre-approved by buyer and run within flight weeks/dayparts of same broadcast month.

All buys will be monitored on a weekly basis. Post logs are due to buyer on Tuesday following on-air week.

Two week standard cancellation policy applies with written notice.

Delivery guaranteed at 90-110%.

By: _____